



WORKSHOP

**WIPO/IP/GT/GE/21/1/PROV.
ORIGINAL: ENGLISH
DATE: JUNE 16, 2021**

Intellectual Property Management Clinic Green Technology

organized by
the World Intellectual Property Organization (WIPO)

WebEx, Geneva, June 17 and 18, 2021

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Day 1 - Thursday, June 17, 2021, CEST time

	Moderator:	Ms. Anja von der Ropp, Senior Program Coordinator, Climate Change and Food Security, Global Challenges Division, Global Challenges and Partnerships Sector, WIPO
13.00 – 13.10	Welcome address	
	Speaker:	Ms. Amy Dietterich, Director, Global Challenges Division, Global Challenges and Partnerships Sector, WIPO
13.10 – 13.15	Introductory remarks	
	Speaker:	Mr. Guy Pessach, Director, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO
13.15 – 14.35	SESSION 1: Understanding of the role of IP management throughout the development, manufacturing, branding and marketing of environmentally sound products and technologies	
	<i>[Note: This session is devoted to a brief and focused IP analysis (maximum 15 minutes each) of specific green technology products by selected companies that have IP strategies in place on successes and lessons learned].</i>	
	<u>Product:</u>	<u>Presenter:</u>
	Modular separator	Mr. Adrian Jose Cabezas Morales, Nano control AB, Sweden
	Marine Wave Stations	Mr. Alexey Ovsyanki, Scientific production company KROK-1, Ukraine
	Gaz turbine engine	Mr. Stefano Piffaretti, Creative Power Solutions, AG (CPS), Switzerland
	MCFFP	Mr. Darlan Santos de Alencar Junior, BIOCERR, Brazil

- Experts: Mr. Omer Hizioglu, Managing Partner, TLS.IP, Turkey
- Mr. Trod Lehong, Director, AfriqInnov8 (Pty) Ltd, South Africa
- Ms. Natalie Raffoul, Managing Attorney, Brion Raffoul LLP & Legal Tech Entrepreneur, Canada
- Commentator: Ms. Audrey Yap, Managing Partner, YuSarn Audrey Singapore, Immediate Past President The Licensing Executives Society International (LESI), Singapore

14.35 – 15.30

**SESSION 2:
Supporting IP management through intermediaries**

- Speakers: Mr. Fu Zhikang, Project Lead, IP Strategist, IPOS International, Singapore
TBC

Day 2 - Friday, June 18, 2021, CEST time

- Moderator: Ms. Silvija Trpkovska, Counsellor, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO

14.00 – 14.30

**SESSION 3:
Branding products as environmentally friendly**

- Speaker: Ms. Kristin McNulty, Managing Counsel, Trademarks and Brands, Intel Corporation

14.30 – 15.50

**SESSION 4:
Understanding of the role of IP management throughout the development, manufacturing, branding and marketing of environmentally sound products and technologies**

[Note: This session would be devoted to a brief and focused IP analysis (maximum 15 minutes each) of specific green technology products by selected companies that have IP strategies in place on successes and lessons learned].

Product:

Presenters:

- | | |
|-----------------------------------|---|
| Biomass biodegradable products | Dr. Ryohei Mori, Green Science Alliance Co.,Ltd., Japan |
| Nabralift and Nabrajoint | Mr. Iñaki Alti, Nabrawind Technologies SL, Spain |
| HMBS dispersible microbial system | Ms. Kaori Fujita, Hinode Sangyo Co., Ltd., Japan |
| Adjuvant composition | Ms. Erica Mano, DVA Agro, Brazil |

Experts: Mr. Omer Hizioglu

Mr. Trod Lehong

Ms. Natalie Raffoul

Commentator: Mr. Laith Abu-Taleb, Vice President, General
Counsel & Corporate Affairs, Mori, USA / Canada

15.50 – 16.15

**SESSION 5:
Introduction to trade secret management**

Speaker: Ms. Allison Mages, Head, IP Commercialization
Section, IPBD, WIPO

16.15 – 16.30

ROUNDTABLE DISCUSSION & WRAP UP SESSION

[Note: WIPO will present its work and the support it can offer enterprises, and in return, the discussants will be invited to present their perspectives]

Moderators: Mr. Guy Pessach

Ms. Anja von der Ropp

Speakers: All participants

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